



Job title	<i>Visitor Information Specialist II</i>
Reports to	<i>Business Development Manager</i>
Staff:	<i>Vacant</i>
Current Salary or Hourly Rate:	<i>Entry Level/Hourly/Non-Exempt</i>

Job purpose

This part-time employee will assist walk-in visitors and provide exceptional customer service that represents High Point as a great place to visit, work, play and stay. This position requires extensive customer service and resource knowledge of High Point's furnishing industry to assist consumer furniture shoppers as well as designers visiting High Point. Other duties include serving as an off-site ambassador at some night, holiday, and weekend event opportunities as needed. This position is part-time at 16-20 hours per week. The schedule is flexible in accordance with scheduling needs directed by the Business Development Manager.

Duties and responsibilities

- Must be able to confidently plan shopping itineraries and answer furniture related questions from guests
- Must be able to direct visitors to furniture retail, furniture showroom, or online resources to make their shopping trip to High Point valuable and efficient
- Must be familiar with retail brands, shopping hours, and showroom policies to plan appropriate experiences
- Must have a foundational understanding of the High Point Market
- Must be able to work with industry resource organizations to cross promote and keep Visit High Point informed of any industry related changes in High Point
- Serve as back-up concierge to phone and email inquiries when appropriate
- Must be able to work on-site and perform duties and responsibilities in the Regional Visitor Center located at 1634 N. Main St Ste 102 in High Point, NC
- Must be reliable as on-time attendance is critical in the workflow and operations at Visit High Point
- Must have a positive and supportive attitude
- Assist with re-stocking the Visitor Center with brochures and fulfillment
- Must be willing to work some Saturdays, nights, and holidays as needed
- The ability to get along and work with the public, co-workers, and stakeholders is essential
- Must be able to take guidance, instructions, and follow directions of management
- Greet and assist all walk-in visitors
- Assist with mailings, filing, reports, packet preparation and brochure distribution as directed by the Business Development Manager
- Maintain database of visitor inquiries through Simpleview
- Coordinate mailing requested materials to prospective visitors

- Serve as an ambassador of High Point to answer general inquiries and assist with off-site meetings that are in town
- Represent High Point in a positive point of view to all guests
- Develop positive relationships with industry partners, Visit High Point Board, stakeholders, and community
- Continually increase awareness and knowledge of High Point as to market it as a visitor destination.
- Assist with internal planned events in the Visitor Center throughout the year to encourage residents to engage in the community. Visit High Point plans four internal programming events a year
- Complete additional projects as assigned by management as needed
- Provide registrar assistance as needed to client events
- Must engage in continued training opportunities where knowledge and skills will be tested routinely by the Business Development Manager.
- Conduct tours as needed in the Visitor Center
- Open and Close the Visitor Center properly by making sure all exhibits, and furnishings are working properly and turned off correctly. This will require coming in at least 15 minutes early to open the Visitor Center on Saturdays

Qualifications

- Strong furniture related background and experience in retail, showroom or related organization in High Point
- Strong written and oral communication skills
- Ability to coordinate multiple tasks
- Ability to research information and zeal to learn more about the community
- Working knowledge of Microsoft Office programs, internet usage, and training in Simpleview (specialized destination management software)
- Considerable knowledge of office practices and procedures
- Comprehensive knowledge of High Point events, points of interests, restaurants, general directions, furniture shopping, and attractions
- Must conduct business in a professional manner
- Must be able to find information effectively and timely
- Applicant must be a high school graduate, with administrative/secretarial Associates Degree preferred, or an equivalent combination of training and experience

Working conditions

The Visitor Information Specialist is a part-time employee that works under 20 hours a week in a professional on-site office setting interacting with management and staff. Some attendance at evening, weekend and holiday functions may be required from time to time.

Physical requirements

Must be able to perform the basic life operational functions of climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, talking, hearing and repetitive motions. Must be able to perform medium work exerting up to 50 pounds of force frequently and or up to 10 pounds of force constantly to move objects. Must possess the

visual acuity to prepare and analyze data and figures and do extensive reading. A working day is spent mostly sitting. Must present self in a mature, professional manner. Good judgment is critical. Must be able to perform duties on-site and in proximity to and with the public and in public areas.

Direct reports

Business Development Manager

Deadline August 10, 2021:

Please send resume/application and cover letter to:

Melody Burnett, President
Visit High Point
1634 N Main St Suite 102
High Point, NC 27262
mburnett@visithighpoint.com

No phone calls, please.